



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/09 thru 06/15.

(prices in dollars per carton)

Fri. Jun 09, 2023

SHELL EGG NATIONAL SUMMARY											
		THIS WEEK			PREVIOUS WEEK			PREVIOUS YEAR			
Feature Rate		6.4% of 29,200 stores			5.4% of 29,200 stores			19.4% of 29,200 stores			
		X LARGE		LARGE	X LARGE		LARGE	X LARGE		LARGE	
		Stores	Avg	Avg	Stores	Avg	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA										
	White 12 pack					207 1.29					
	White 18 pack									11 4.99	
	Brown 12 pack										
	USDA GRADE A										
	White 12 pack			525 1.80		503 1.14		62 2.50		70 2.69	
	White 18 pack			80 1.54		10 1.49					
	Brown 12 pack					52 0.99					
SPECIALTY	USDA ORGANIC										
	White 12 pack										
	Brown 12 pack	227	5.99	240	3.99	64 5.38		258	3.29	1,064	3.86
	OMEGA-3										
	White 12 pack			617 3.31		15 3.49		146 3.18		2,587 2.49	
	Brown 12 pack					13 3.69		235 2.73			
	CAGE-FREE										
	White 12 pack	12	3.69	205	2.18	283 3.01				293 2.56	
	Brown 12 pack			39 3.00		294 3.81				992 3.16	
	VEGETARIAN FED										
	White 12 pack										
	Brown 12 pack									43 1.99	

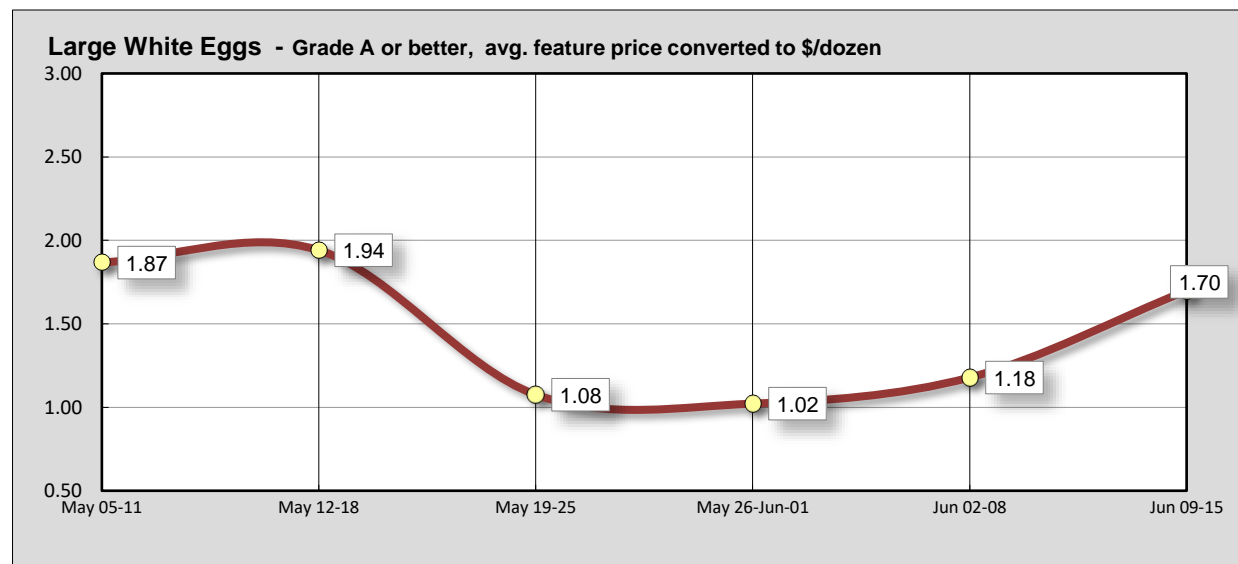
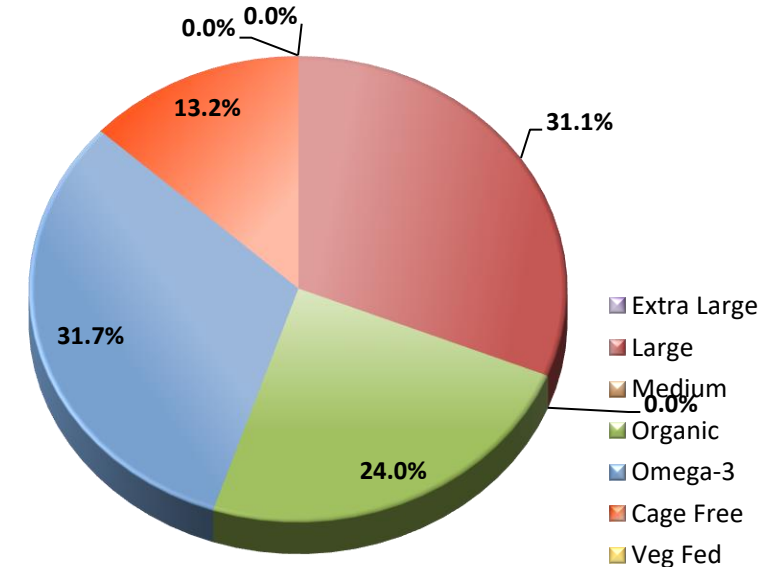
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	605	772	143	Large Eggs on Jun-05-2023
Specialty	1,340	815	5,472	
Total (includes MD)	1,945	1,587	5,631	796.0
Special Rate 4/:	0.8%	0.0%	1.1%	up 8.6%

5/ 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature rate is lower compared to last week, but still much higher compared to last year. The weighted average price of USDA Grade A Large or better eggs to consumers is trending higher. In this week's ad cycle, special rates are a rare find. Advertisements for Extra Large and Medium eggs are also a rare occurrence this week. Feature activity for specialty shell eggs is higher. Promotional activity for liquid egg products is lower.

This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Grain Market News - (404) 562-5850 <https://www.ams.usda.gov/market-news/egg-market-news-reports>

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		15.0% of 5,500 sampled outlets Activity Index = 784 (includes Medium)						3.1% of 7,400 sampled outlets Activity Index = 436 (includes Medium)						8.6% of 6,100 sampled outlets Activity Index = 485 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				1.99 209 1.99												0.99 - 1.99 316 1.67			
	White 18 pack																1.99 44 1.99			
	Brown 12 pack																			
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack		5.99 227 5.99			3.99 22 3.99						3.99 218 3.99								
	OMEGA-3																			
	White 12 pack					2.99 - 3.50 313 3.13						3.50 218 3.50						3.49 86 3.49		
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack					4.00 13 4.00														
Brown 12 pack																	3.00 39 3.00			
VEGETARIAN FED																				
White 12 pack																				
Brown 12 pack																				
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		1.7% of 4,900 sampled outlets Activity Index = 36 (includes Medium)						5.1% of 3,800 sampled outlets Activity Index = 192 (includes Medium)						0.9% of 1,300 sampled outlets Activity Index = 12 (includes Medium)						
USDA GRADE AA	White 12 pack																			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 36 0.99															
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3																			
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	CAGE-FREE																			
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Brown 12 pack																				
VEGETARIAN FED																				
White 12 pack																				
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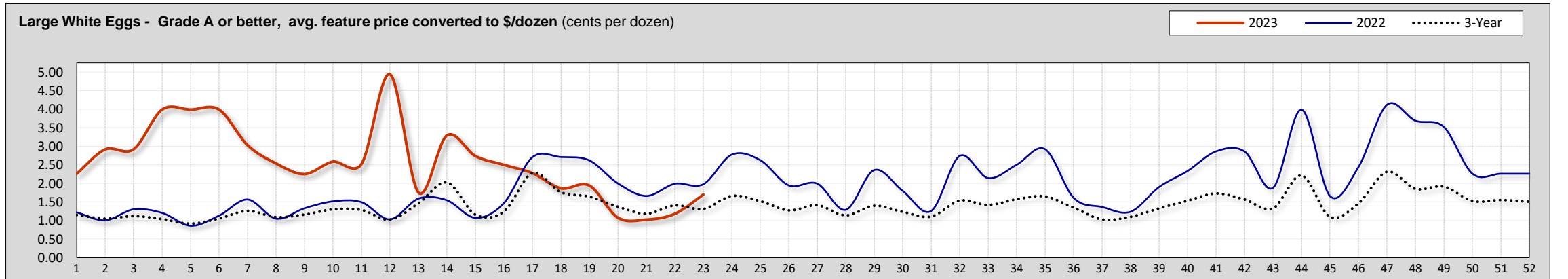
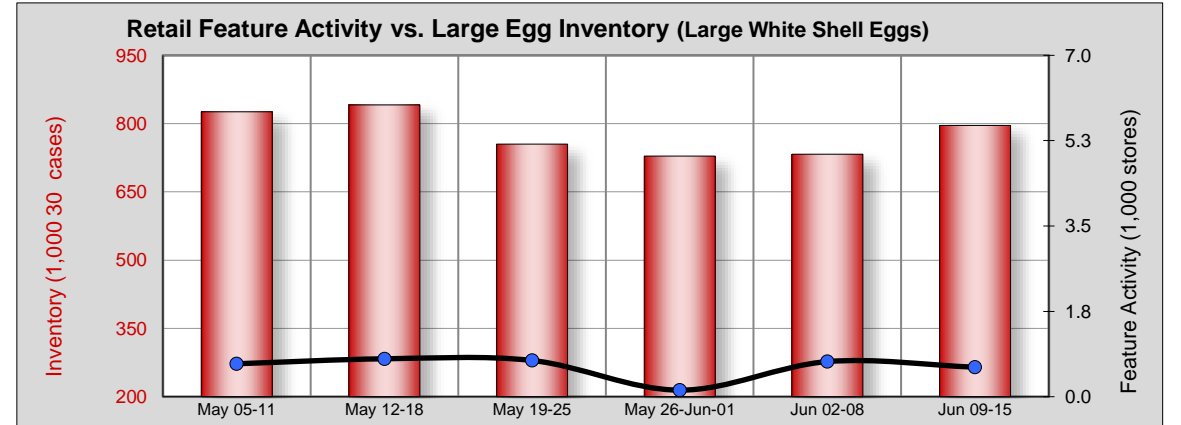
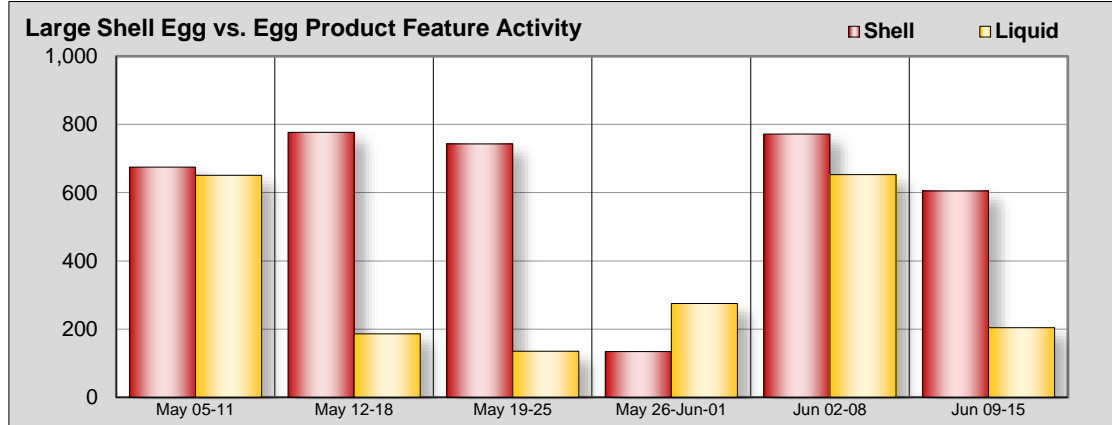
		ALASKA (AK)						HAWAII (HI)																	
Feature Rate "		0.0% of 100 sampled outlets						0.0% of 100 sampled outlets																	
Activity Index "		Activity Index = 0 (includes Medium)						Activity Index = 0 (includes Medium)																	
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE														
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/												
USDA GRADE AA	White 12 pack																								
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.7%	1.2%	0.3%	2.1% of 5,500 sampled	0.0% of 7,400 sampled	1.4% of 6,100 sampled	0.0% of 4,900 sampled	0.0% of 3,800 sampled	0.0% of 1,300 sampled
2/ Activity Index	204	653	388	Activity Index = 118	Activity Index = 0	Activity Index = 86	Activity Index = 0	Activity Index = 0	Activity Index = 0
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	204 3.78	355 3.44	301 3.79	3.99 118 3.99		3.50 86 3.50			
32 oz. crtn		298 6.28	87 5.08						
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 0				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn									
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									



Note: See page 1 for explanatory notes.

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